

Navy Directives References and Enclosures

Presented By:

DNS-15



REFERENCES



- Use only documents as references that have a direct bearing on the subject of the directive (Per SECNAV M-5216.5) and that will significantly facilitate the understanding of a directive (OPNAVINST 5215.17).
- Please keep references to a minimum. Avoid unnecessary or complicated references (SECNAV M-5216.5).
- Documents that are in the hands of addresses, or easily accessible, shall be listed in the reference line(s) (OPNAVINST 5215.17). Avoid NOTAL references.
- When not easily accessible, or not distributed to all addressees, indicate "(NOTAL)" for 'Not to All.'
- All references must be current and listed alphabetically (a through z) in the order in which they are cited <u>individually</u> within the text of the directives cover letter.
- Each reference must be cited within the text of the directives cover letter and in the order they are listed in the reference section.



- At least two lines of the "Purpose" paragraph must be on page 1 of all Navy directives. If there are too many references to allow this, continue with the references in an enclosure (normally enclosure (1)).
- If there are more than 26 references, continue the identification with (aa), (ab), etc.
- Any document that is being canceled or previously has been canceled, or any draft documents, can
 not be used as a reference. References must be considered current and in effect!
- When a directive is referenced, the information should be adequate to ensure accurate identification.
- "Series," "latest edition," etc. are not allowed when identifying references; must cite the current version.
- The reference(s) of a directive do not become obsolete merely because a revision has been issued, and no change to a directive will be issued merely to update such a reference.







DEPARTMENT: OF:THE:NAVY¶

2000-NAVY-PENTAGON¶ WASHINGTON, DC -20350-2000¶

Lowercase letter in parentheses before the description of every reference

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(Ensure that the 'Show All" button (()
is on from the Standard Toolbar in order
to 'view 'the 'format 'properly)
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covered.in.the.instruction.-.refer.to.SECNAV.M-5210.2...¶

OPNAVINST · SSIC.XX¶ Sponsor · Code¶ P · YYYY · MMM · GG (leave · date · blank; · add ¶ ·once·signed) ¶

OPNAV · INSTRUCTION · SSIC . XX · (Refer · to · SECNAVINST · 5215.1D · and · OPNAVINST · 5215.17.for·the·DON·Directives·Issuance·System·policies, procedures·and· responsibilities. . . The . SSIC . number . should . reflect . the . most . important . s

om: ··Chief ·of ·Naval ·Operations¶

·TITLE ·OF · INSTRUCTION · IN ·ALI SUBJECT ·LINE) ¶

NOT ·USE ·ACRONYMS ·IN¶

```
Ref: (a) Any appliable references are inserted here \[ \]
        (b) References must be current and listed alphabetically
           ·In ·order ·as ·they ·are ·cited ·in ·the ·text¶
       ·(c) ·Keep ·references ·to ·a ·minimum¶
```

spaces follow the colon

Three

```
Encl: ··(1) ·All ·enclosures ·must ·be ·identified ·here ·exactly ·as¶
     ···· the title appears on the actual enclosure
    ···(2) ·They ·must ·be ·listed ·numerically ·as ·they ·appear ·in ·the ¶
       ····text¶
·····(3) All enclosures must be legible and reproducible ¶
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If more than one line to describe a reference, please align with the first word on the first line.



Citation of References

• Refer to SECNAV M-5216.5, chapter 7, paragraph 9d (subparagraphs (1) through (18)) from pages 7-6 to 7-10 for correct citations.

Navy Instructions

• A Navy instruction requires (a) the SNDL short title combined with the term "INST" and (b) the SSIC with the consecutive number and, if any, a revision letter.

EXAMPLES:

SECNAVINST 1120.1A

OPNAVINST 1750.5A

NAVSUPINST 7510.1

• If referencing a large instruction/manual/publication/etc., do not call out the chapter, section, or paragraph in the reference line. Instead, identify them when using the reference in the text of the directive. For example, "... per reference (a), chapter 2, paragraph 6a..."



Citation of References

Navy Notices

(8) A Navy notice requires (a) the SNDL short title of issuer combined with the term "NOTE" and the SSIC, (b) the serial number, (c) the date, and (d) the cancellation date enclosed in parenthesis (e.g., (Canc: Aug 08)). If referencing a large notice, do not call out the chapter, section, or paragraph in the reference line, instead, identify them when using the reference in the text of the correspondence.

EXAMPLE:

OPNAVNOTE 5216 Ser 09B/6U709210 of 21 May 08 (Canc: May 09)

NOTE: SECNAV/OPNAV directives use 4-digit years since they are permanent Federal records. For the example above, "... of 21 May 2008 (Canc: May 2009)"



Citation of References

Navy Publications

(13) A Navy publication requires (a) the issuer and (b) the publication number.

EXAMPLE:

NAVPERS 15018



Citation of References

Navy Memos and Letters

- Per OPNAVINST 5215.17, avoid referencing memos and letters because they are considered short-term documents.
 - (1) Naval correspondence requires (a) the SNDL originator short title, (b) the type of correspondence ("ltr" or "memo"), (c) the SSIC, (d) the originator's code by itself or in a serial number, and (e) the date. If the reference was not dated, type "(undated)" as illustrated below.

EXAMPLE:

```
USS SEAWOLF ltr 7200 Ser SSN 21/124 of 19 Apr 07
```

USS PORTER ltr 5216 Ser DDG 78/437 of 7 Mar 06 (NOTAL)

CNO memo 5216 Ser 09B33/6U317731 (undated)



Citation of References

<u>Department of Defense Instructions, Directives and Publications</u>

(9) A DoD directive or instruction requires (a) the short title of issuer with either Instruction or Directive, (b) the SSIC with consecutive number, and (c) the date with the month spelled out. If referencing a large instruction or directive, do not call out the chapter, section, or paragraph in the reference line, instead, identify them when using the reference in the text of the correspondence.

EXAMPLE:

```
DoD Directive 2000.1 of 6 May 2006
DoD Instruction 1995.1 of 4 April 2008
```

(10) A DoD publication requires (a) the short title of issuer (b) the publication number, (c) the publication type, (d) the title, and (e) the date.

```
DoD 5200.28-M, ADP Security Manual (C3I), January 1973
```



Citation of References

Federal Regulations

(14) Code of Federal Regulations requires (a) the title number, (b) the term "CFR", (c) the part or chapter number, and (d) the section number (optional).

EXAMPLE:

41 CFR 201-45.000

(15) Federal Register (FR) requires (a) the volume number, (b) the term "FR", and (c) the page number.

EXAMPLE:

21 FR 623

(16) A United States Code requires (a) the title number, (b) the term "U.S.C.", (c) the section symbol (§), and (d) the section number. Do not include spaces in the term "U.S.C."

EXAMPLE:

28 U.S.C. §1498



Citation of References

Executive Orders

(17) An Executive Order requires (a) the term "E.O." and (b) the order number.

EXAMPLE:

E.O. 12564



Citation of References

Chairman, Joint Chiefs of Staff Instructions and Manuals

The Chairman, Joint Chiefs of Staff instructions and manuals are cited similar to Navy instructions: short title "CJCS" followed immediately with term "I" or "M" and then the instruction/manual number and consecutive number and, if any, a revision letter

Example:

CJCSI 1001.01A

CJCSM 3150.13C



Verification of References

- It is the responsibility of the sponsor/originator to have in hand all references of the Navy directives in which they are responsible.
- To verify currency of references, go to the appropriate official source. For example, all SECNAV and OPNAV directives are listed on the DONI Web site. For NAVAIR directives, go to the NAVAIR Directives Web site, etc.
- A list of DoD and Navy issuances Web sites are located under "Links" on the DONI Web site.

http://doni.documentservices.dla.mil/links.aspx DEPARTMENT OF DEFENSE (DoD) ISSUANCES *DoD FORMS MANAGEMENT PROGRAM BUMED DIRECTIVES BUPERS - NAVPERS DIRECTIVES COMNAVRESFORCOM, COMNAVRESFOR, AND COMNAVAIRFORES DIRECTIVES (CAC/registration required) "NAVFAC DIRECTIVES "NAVSEA DIRECTIVES "NAVAIR ISSUANCES "NETC DIRECTIVES "SPAWAR ISSUANCES "USFF DIRECTIVES COMSC INSTRUCTIONS AND NOTICES MARINE CORPS ORDERS AND DIRECTIVES Joint Doctrine, Education, & Training Electronic Information System "NAVY DOCTRINE LIBRARY SYSTEM (CAC-ENABLED ACCESS ONLY) "ARMY PUBLISHING DIRECTORATE "US COAST GUARD ISSUANCES "AIR FORCE E-PUBLISHING "NAVY RECRUITING MARINE RECRUITING

Official DoD and DON Web sites and General Information DoD Websites Navy Bureau of Medicine and Surgery (BUMED) Navy Office of the General Council United States Navy Reserve Information Department of Homeland Security Department of Defense DON CHR Site Commander, Navy Installations Command (CNIC) Privacy Act Information NATO THE WHITE HOUSE Department of the Navy/Assistant for Administration (DON/AA) Web site

COMNAVAIRFOR Instructions (CAC enabled)



ENCLOSURES



Enclosure Standards

- All enclosures must be identified in the enclosure section exactly as the title appears on the actual enclosure.
- Sentence case, not all capitals, in the enclosure section.
- As with references, all enclosures must be first cited in the cover letter of the directives.
- Must be listed numerically in the order in which they are cited within the text of the directive cover letter.
- All enclosures must be legible and reproducible (this includes all graphs, charts, tables).
- Per SECNAV M-5216.5, enclosing an existing document as an enclosure is not allowed.



Enclosure Standards

- Never list an item in both the enclosure line and reference line of the same directive.
- Forms cannot be enclosures to directives unless they are complicated to complete and a completed sample is needed (per SECNAV M-5213.1).
- Enclosures to a directive are part of the directive. When the directive is cancelled, the enclosure(s) is(are) normally cancelled as well.
- Enclosures to change transmittals are not marked as "Enclosure (1)" etc., since they bear
 the marking of the directive being changed. Although actions for removing obsolete or
 superseded pages, and for inserting pages, are included in a change transmittal, the pages
 are not labeled as enclosures to the transmittal.



Use a number in parentheses before the description of every enclosure

Two spaces follow the colon



·····text¶

DEPARTMENT · OF · THE · NAVY¶ Office · of · the · Chief · of · Naval · Operations¶ 2000 · Navy · Pentagon¶ Washington · DC · 20350 - 2000¶

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(Ensure that the "Show All" button (¶)
                                                         OPNAVINST ·SSIC.XX¶
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                                                          Sponsor · Code¶
to 'view 'the 'format 'properly)
                                                          P · YYYY · MMM · CIC
                                                          (leave · date · blank; · add ¶
                                                          ·once·signed) ¶
OPNAV · INSTRUCTION · SSIC . XX · (Refer · to · SECNAVINST · 5215.1D · and · OPNAVINST ·
5215.17.for.the.DON.Directives.Issuance.System.policies,.procedures.and.
responsibilities...The ·SSIC · number · should · reflect · the · most · important · subject ·
covered·in·the·instruction·-·refer·to·SECNAV·M-5210.2.··¶
  com: ··Chief ·of ·Naval ·Operations¶
   ர்: ··TITLE ·OF ·INSTRUCTION · IN ·ALL ·CAPS · (DO ·NOT ·USE ·ACRONYMS · IN¶
      ··SUBJECT·LINE)¶
      ··(a) ·Any ·applicable ·references ·are ·inserted ·here¶
       ·(b) ·References ·must ·be ·current ·and ·listed ·al
         ····In ·order ·as ·they ·are ·cited ·in ·the
         (c) ·Keep·references·to·a·minimum
Encl: (1) All enclosures m
                                         Identified here exactly as ¶
          ···the ·title ·· ars ·on ·the ·actual ·enclosure¶
·····(2) ·They ast be ·listed ·numerically ·as ·they ·appear ·in ·the ¶
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If enclosure title is
longer than one line,
start consecutive lines
under the first letter of
the first word of the
first line of the
enclosure title

····(3) All enclosures must be legible and reproducible \(\)



Formatting Enclosures

 The title of the enclosure within the body of the instruction should be always in all upper case letters and underlined, centered on the top of the first page of the enclosure. For example:

DEFINITIONS AND PROCEDURES

- Whenever possible, enclosures should follow the same format and outline as the directive cover letter
 - Margins: header, top, bottom, left and right are 1"; footer margins are 0.5 inch.
 - Font: Courier New, font size 12
 - Outline per figure 7-8 of SECNAV M-5216.5
- As with directive cover letters, do not include page number on page 1 of enclosures.



Formatting Enclosures

- Unlike memos and letters, the enclosure identification ("Enclosure (1)") must be on EVERY page in the footer of an enclosure, flushed to the right margin.
- Unlike memos and letters, the page numbers of enclosures are on the <u>same line</u> as the enclosure identification:

2 Enclosure (1)

- DO NOT include returns after the enclosure identification (i.e., "Enclosure (1)) in the footer. It causes the enclosure identification to be above the .5 inch margin.
- When the text of an enclosure runs landscape on the page, the enclosure identification may be made to run parallel to the text, and if so, will be placed in the lower right margin of the footer and no return (slide 22).

Title in all caps and Header margin 1 inch First Page Header -Section 2-1. · · Administrative · Control. · · Any · procedure · c limits exposure through control or manipulat schedule or manner in which training is perf dministrative control is limiting expo Top, bottom, usting .training .hours .to .conclude .prion right, and left sistant Training Safety Officer. · · Comma margins are ining activities conducting high-risk ate additional assistant training off 1 inch ng ·safety ·officers ·responsibilities · ·locations, ·type, ·or ·quantitie ecific sites. . The assistant training safety officer will ified by course at site-specific training safety officer ct as the training safety officer in the absence of the fety officer. · · (See also: · · training safety officer) ¶ · · A · command · requested · review · process · to · iance with regulations, directives, instructions and standards through physical visits of training sites, operations, and facilities. Assist visit reports are made directly to the 'CO or 'OIC of a training activity. The purpose is 'to 'aid 'the 'requesting 'command 'in No page 4. · · Course · Unique · Instructor · Trainin identify all qualifications, certif number on the

training and licensing needed by a

to assuming the duties as a high-ris

5. . . Drop on Request. . . When any stude

identified in reference (g), high-ri

to 'quit 'or 'drop 'on 'request, 'the 'stud

intentions 'known. 'The 'student 'will 'be

tion 'taken 'is 'entered 'in 'the 'stu

nternal plan to be in

nap .to .aid .involv

··This·plan

is 'maintained 'in 'the 'command's

expeditiously removed from the training

underlined References and Enclosures

Font 12

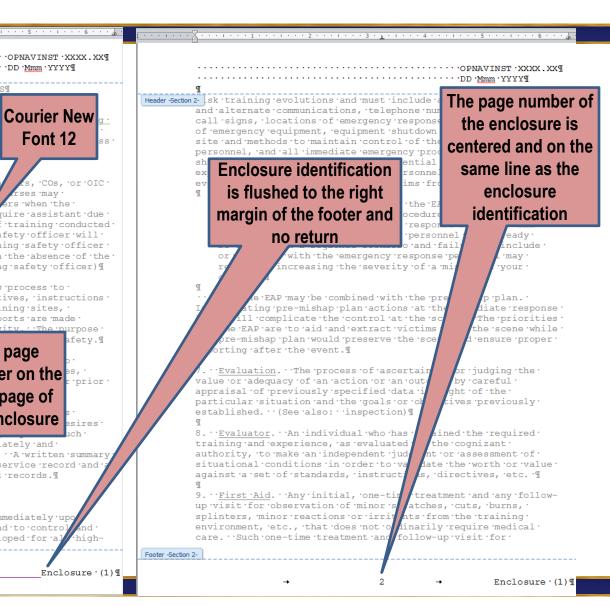
first page of

the enclosure

nent records. ¶

persons and to contro

l·be·developed·for·a



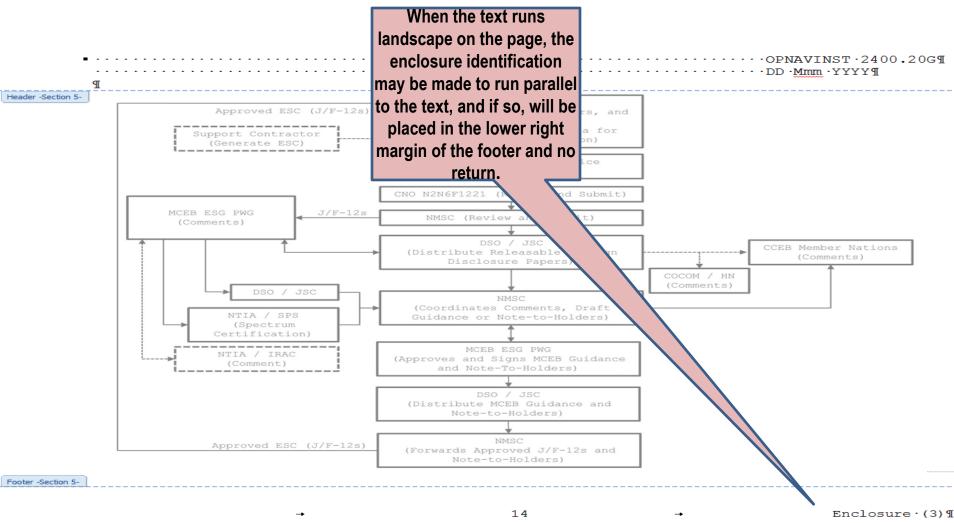
Footer

margin

0.5 inch

First Page Footer -Section 2-







Change Transmittal pages are not labeled as "Enclosure" in the change transmittal

Enclosure in change transmittal

Office-of-the-Chief-of-Naval-Operati 2000-Navy-Pentagon¶ ·····OPNAVINST 4200.7 ·CH-1¶ RUCTION ·4200.7 ·CHANGE ·TRANSMITTAL ·1¶ Subj: · · Ol ICE · OF · THE · CHIEF · OF · NAVAL · OPERATIONS · SERVICES · CONTRACT¶ ·····RE UIREMENTS ·MANAGEMENT¶ Encl: · · (1) ·Revised · Page · 7¶ · · · · · · · (2) ·Revised · Page · 8¶ 1. · · Purpose. · · To · change · Commander, · Naval · Supply · Systems · Command · (NAVSUPSYSCOM) and Fleet Logistics Center Norfolk (NAVSUP FLC NORFOLK) ·contract ·support ·services ·contract ·performance ·metric reporting requirements to the Director, Naval Staff (DNS) to allow.sufficient.time.for.data.assembly.and.staffing.of.reports and to remove redundant reporting requirements. I 2. · · Action. · · Remove · pages · 7 · and · 8 · of · the · basic · instruction · and insert enclosures (1) and (2), respectively. P. · H. · CULLOM¶ Deputy · Chief · of · Naval · Operations ¶ (Fleet ·Readiness · and ·Logistics) ¶ Distribution: ¶

Electronic only via Department of the Navy Issuances Web site

http://doni.documentservices.dla.mil¶......Section Break (Next Page)......

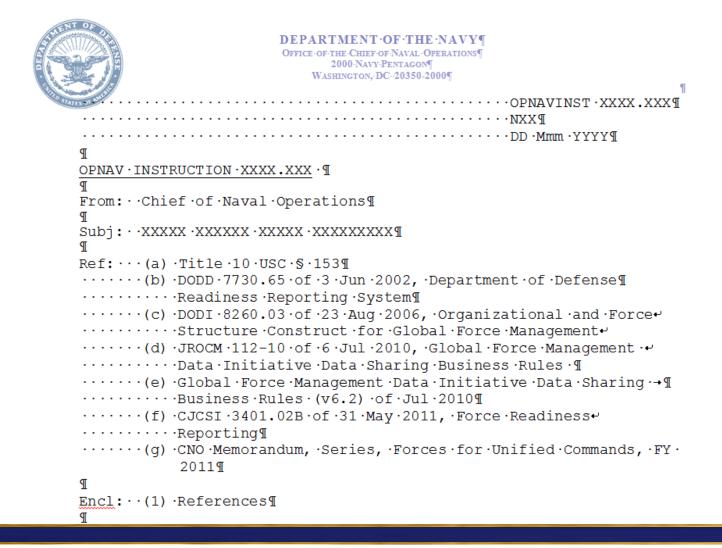
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····e. ··Director, ·Assessments · Division · (OPN)
                                                       1)) ·shall ·serve
as the central clearing house for all OPNAV
                                                      1 -and -recurring
studies. · · Such · studies, · including · those · in
                                                      rt of the
integrated analytic agenda, will be governe
                                                     er·this·
instruction and shall comply with Assistan
                                                     etarv of the
Navy · (Research, · Development, · and · Acquisiti
                                                     ASN ·RD&A) ·policy ·
and the established service contract requi
                                                    t review process.¶
    f. : Commander, :NAVSUPSYSCOM :shall:¶
· · · · · · · · (1) ·Serve ·as · the ·single ·point · of
                                                   ssion ·for ·all ·
OPNAV . CSS . requirements. ¶
 ······(2) ·Provide ·guidance ·and ·experti
                                                   ·the ·OPNAV ·services ·
requirements contracting process. Speci
                                                 lly, issue the
formal ·process ·for ·contracting ·for ·CSS,
                                                 nclude · required ·
                                                n by OPNAV.
documentation and the timeline for submi
Establish metrics to reflect effectivene
                                                of .CSS.contract
support, including requirements definit
                                                and contract award.
and report to DNS on a quarterly basis.
                                                ports shall be
submitted to DNS no later than 30 caler
                                                days following the
end of each quarter. An annual perform
                                               e ·metric ·report ·shall
                                              ht for the fourth
satisfy the guarterly reporting require
·····(3) ·Ensure ·that ·OPNAV ·service
                                             htracts .comply .with .
applicable statutes. regulations. pol:
                                            es. and other
                                            tion in Contracting Act;
requirements. . . These . include . the . Comp
Public · Law · 100-453, · Organizational · Co
                                            ict of Interest; the
Procurement Integrity Act; the Anti-D
                                            iciency Act; Personal
Services and Joint Ethics Regulations
                                           and the Proper Use of
Non-DoD · Contracts · policy · memorandum · i
                                          sued on 29 October 2004 by
the Acting Under Secretary of Defens
                                          (Comptroller) . ¶
······(4) ·Establish ·a ·training ·cur Lculum ·to ·cover ·key ·areas ·
of the process from development of guirements to contract
closeout that includes, at a minimu
                                        ·market ·research, ·source
selection, and effective contract m agement. NAVSUPSYSCOM will
provide initial concentrated training for OPNAV action officers to give them a better understanding of their responsibilities.
for effectively managing contractor services from planning to
payment. · · Specifically, · OPNAV · serv ces · contracts · shall · not · be · ¶
      ...Page Break.....¶
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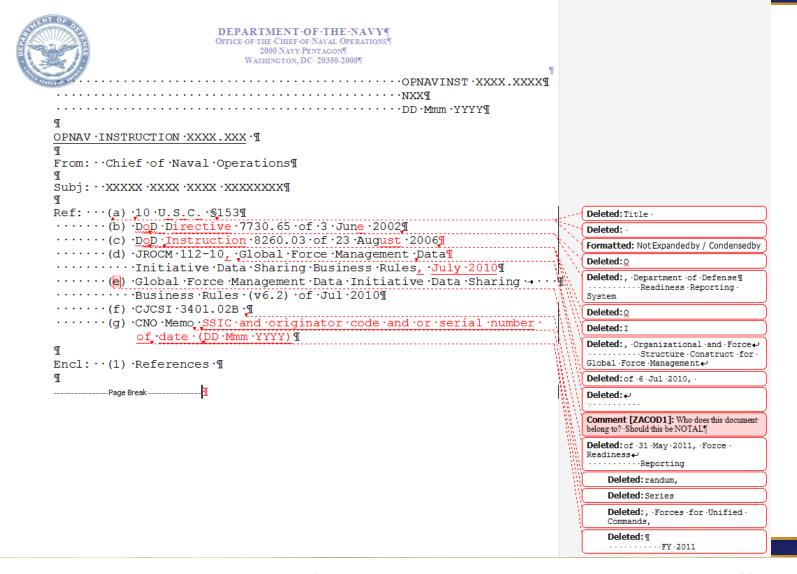


REFERENCE SCENARIOS











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П	THE POLICE OF THE PROPERTY OF
Д	References¶
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(1	n) ·Title·14·USC·§·3¶
(:	i) ·Coast ·Guard ·and ·Maritime ·Transportation ·Act ·of ·2006¶
(-	j) ·COMUSFLTFORCOM/COMPACFLT ·INST ·3501.3D ·of ·01 ·Oct ·2012, ·
	Fleet ·Training ·Continuum · · · · · · · ¶
(]	k) ·DODD·8320.02·of·2·Dec·2004, ·Data·Sharing·in·a↔
	···Net-Centric ·Department ·of ·Defense¶
(2	l) ·DODI ·7730.66 ·of ·8 ·July ·2011, ·Guidance ·for ·the ·Defense · ↔
	···Readiness · Reporting · System ¶
· · · · · · (r	n) ·OPNAVINST·C3501.2K·of·22·January·2012, ·Naval·Warfare⊷
	···Mission·Area·and·Required·Operational·Capability/ ·
	···Projected ·Operational ·Environment ·Statements ·
	···Operational ·Environment ·Statements+
(1	n) ·OPNAVINST ·5513.1F ·of ·7 ·Dec ·2005, ·Department ·of ·the⊷
	····Navy·Security·Classification·Guides¶
((o) ·SECNAVINST·5000.36A·of·19·Dec·2005, ·Department ·of ·the⊷
	···Navy·Information·Technology·Applications·and·Data+
	···Management·¶
(1	o) DOD 8320.02-G of 12 April 2006, Guidance for
	···Implementing ·Net-Centric ·Data ·Sharing¶
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REFERENCES¶
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                                                                                                     Training · Continuum · · · · · ·
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·····(o) ·SECNAVINST ·5000.36A¶
                                                                                                  ·····Net-Centric Department
·····(p) ·DoD ·8320.02-G, ·Guidance ·for ·Implementing ·Net-Centric ·9
                                                                                                  of Defense
·····Data·Sharing, April·2006¶
                                                                                                  Deleted: 0
                                                                                                  Deleted: , ·Guidance ·for ·the ·Defense ·
                                                                                                  ·····Readiness Reporting
                                                                                                  System
                                                                                                  Deleted: ·of ·22 ·January ·2012, ·Naval ·
                                                                                                  Warfare⊷
                                                                                                  ····· Mission Area and
                                                                                                  Required ·Operational ·Capability/ ⋅-
                                                                                                  ·····Projected Operational
                                                                                                  Environment ·Statements←
                                                                                                  · · · · · · · · · · Operational · Environment ·
                                                                                                 Statements+
                                                                                                  Deleted: of ·7 ·Dec ·2005, ·Department ·
                                                                                                  ······Navy·Security·
                                                                                                  Classification Guides
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                                                                                                  Technology · Applications · and · Data ←
                                                                                                  ·····Management
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ENCLOSURE SCENARIOS





DEPARTMENT OF THE NAVY

OFFICE OF THE CHIEF OF NAVAL OPERATIONS 2000 NAVY PENTAGON WASHINGTON, DC-20350-2000

OPNAVINST XXXX.XX¶

OPNAV: INSTRUCTION · XXXX.XX¶

From: · · Chief · of · Naval · Operations¶

Subj: · · JOHN-DOE · AWARDS · FOR · EXCELLENCE · IN · NAVY · ¶

Encl: · (1) · JOHN-DOE · AWARDS · PROGRAM · ENTRY · CRITERIA · AND · ¶

GUIDELINES¶





DEPARTMENT OF THE NAVY

Office-of-the-Chief-of-Naval-Operations¶
2000-Navy-Pentagon¶
Washington, DC-20350-2000¶

Deleted: OHN
Deleted: OE
Deleted: WARDS

Deleted: ROGRAM

Deleted: NTRY

Deleted: RITERIA

Deleted: AND

Deleted: UIDELINES



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JOHN-DOE : AWARDS : PROGRAM : ENTRY : CRITERIA : AND¶
                              GUIDELINES¶
1. · · Program · Objectives. · · The · John-Doe · Awards · Program · is · designed
to:¶
····a.··Recognize and reward the accomplishments and
achievements of command programs and personnel. ¶
····b...: Encourage 'Navy 'units 'to 'maintain 'a 'program 'designed 'to: ··
keep .the .internal .and .external .audiences .informed .on .current .
U.S. 'Navy activities, 'promote community outreach, and foster'
continued 'mutual 'support 'in 'total 'force 'public 'affairs, 'to '
include 'special 'projects 'and 'events. ¶
2. ··Eligibility. ··All ·Navy · commands · and · activities · with · military ·
or 'civilian 'personnel 'who 'perform 'public 'affairs 'as 'a 'primary 'or '
collateral 'duty, 'with 'the 'exception 'of 'XXXX, 'are 'eligible 'to '
submit unit entries. . . Those personnel who perform good affairs
duties, 'either 'as 'a 'primary 'or 'collateral 'duty, 'are 'eligible 'for '
the 'individual 'categories. 'Entries 'must' be 'submitted 'by 'the
unit 'that 'planned 'and 'executed 'the 'program. ¶
3. ··Competition ·Year ·and ·Performance ·Periods. ··¶
····a...The competition year is the calendar year immediately
preceding the calendar year entries are judged and winners.
selected. . . The . competition . vear . will . be . included . in . the . title . of .
the 'program. ¶
····b. ··All entries in the individual category awards will be
based on performance during the competition year. . . ¶
····c. ··Entering ·unit ·category ·awards ·can ·be ·more ·complex. ··¶
·····(1) 'The 'research, 'planning, 'implementation 'and'
assessment of a non-recurring PA program, such as an internal
program about safety in the shippard or a special observance
such as the War of 1812, might take more than one year.
Therefore, 'a 'command 'may'either'enter'a 'program'that'completed'
during the competition year or enter a program in progress at
the end of the competition vear. If the command I
enters a 'program in 'progress at the 'end of the competition year, '
it 'may 'also 'submit 'the 'program 'in 'the 'following 'competition 'year T
                 ·····Enclosure (1)¶
```

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(Ctrl) 🕶
if 'it 'is 'completed 'during 'that 'competition 'year. 'Depending 'on '
the 'program's 'quality 'and 'its 'competition, 'it 'can 'win 'the 'award'
twice. · Although · this · is · unusual, · it · is · preferred · over · a · command · ¶
not being able to submit a program only once because it doesn't
line 'up 'perfectly 'to 'the 'annual 'calendar. ' ¶
·····(2) ·Continual ·PA ·programs, ·such ·as ·ship ·visiting ·or ·
routine release of information to the public, are best put on a
"research, 'plan, 'implement, 'assess'cycle" 'conforming to the '
competition 'year. 'This 'allows 'the 'continual 'programs 'to 'show'
all complete facets of the cycle each wear. .... ¶
4. .. Unit . Award . Categories . and . Subcategories . ¶
····a.··Community ·Outreach ·Category · · · This ·category ·recognizes ·
standing programs aimed at direct contact with the community to
achieve 'good 'relations 'and 'cooperation 'with 'the 'citizens,'
leaders and organizations in surrounding communities. Examples
are 'visiting 'programs, 'speaking 'programs, 'community 'service'
projects, and committees or other bodies with command and
community representatives formed to collaborate on issues of
mutual interest to the command and the community. 9
····b. ··Special ·Events ·and ·Projects ·Category · · ·This ·category ·
recognizes 'programs 'such 'as 'national 'or 'local 'observances; '
heritage celebrations; anniversaries; special recognition of
military and civilian personnel, families, veterans and similar
groups; 'commissionings; 'and 'other 'activities. 'T
····c. ·· Public · Information · Category . · · This · category · recognizes ·
planned short- or long-term public information programs not
considered community outreach. . . This will generally include .
media relations activities, but are not a required element of
the 'program. 'Examples 'are 'communicating 'about the 'command 'and '
its missions, noise abatement, command accomplishments,
outstanding command members, supporting a healthy command.
environment, and business or employment opportunities. ¶
····d.··Crisis ·Communication ·Category. ··This ·category ·recognizes ·
public affairs responses to emergent situations. Emergent
situations are defined as sudden, unpredictable events with high
potential 'for 'adverse 'news 'coverage. 'Examples 'are 'accidents, '
disasters, 'fires, 'explosions, 'outbreaks' of 'contagious' or 'fatal'
diseases, 'protest' demonstrations, 'and 'allegations' of 'improper' 9
actions or conduct on the part of individuals in a command. ¶
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Header -Section 1-
         1. ··Program ·Objectives. ··The ·John-Doe ·Awards ·Program ·is ·designed
          ····a. : Recognize and reward the accomplishments and
         achievements of command programs and personnel. T
          ····b..: Encourage Navy units to maintain a program designed to:
         keep · the · internal · and · external · audiences · informed · on · current ·
         {\tt U.S. \cdot Navy \cdot activities, \cdot promote \cdot community \cdot outreach, \cdot and \cdot foster \cdot}
         continued ·mutual ·support ·in ·total ·force ·public ·affairs, ·to ·
         include special projects and events. ¶
         2. ··Eligibility. ··All ·Navy · commands · and · activities · with · military ·
         or ·civilian ·personnel ·who ·perform ·public ·affairs ·as ·a ·primary ·or ·
         collateral duty, with the exception of XXXX, are eligible to
         submit unit entries. . Those personnel who perform good affairs
         duties, ·either ·as ·a ·primary ·or ·collateral ·duty, ·are ·eligible ·for ·
         the individual categories. ·· Entries must be submitted by the ·
         unit ·that ·planned ·and ·executed ·the ·program. ¶
         3. ··Competition ·Year ·and ·Performance ·Periods. · · \P
          ····a....The competition year is the calendar year immediately
         preceding the calendar year entries are judged and winners
         selected. ·· The ·competition ·year ·will ·be ·included ·in ·the ·title ·of ·
         the program. ¶
          ····b.··All entries in the individual category awards will be
         based on performance during the competition year. . . ¶
          · · · · c. · : Entering · unit · category · awards · can · be · more · complex. · · ¶
          ·····(1) ·The ·research, ·planning, ·implementation ·and ·
         assessment of a non-recurring PA program, such as an internal
         program about safety in the shippard or a special observance
         such as the War of 1812, might take more than one year.
         Therefore, ·a ·command ·may ·either ·enter ·a ·program ·that ·completed ·
         during the competition year or enter a program in progress at
         the end of the competition year. If the command \P
          enters a program in progress at the end of the competition year,
         it.may.also.submit.the.program.in.the.following.competition.year...
Footer -Section 1-
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·····OPNAVINST ·XXXX.XX¶
          .....DD.:Mmm.:YYYY¶
Header - Section 2- it -is - completed - during - that - competition - year. - Depending - on -
         the program's quality and its competition, it can win the award
         twice. ·· Although · this · is · unusual, · it · is · preferred · over · a · command · T
         not-being able to submit approgram only once because it doesn't
         line up perfectly to the annual calendar. . . ¶
         ·····(2) ·Continual ·PA·programs, ·such ·as ·ship ·visiting ·or ·
         routine ·release ·of ·information ·to ·the ·public, ·are ·best ·put ·on ·a
         "research, plan, implement, assess cycle" conforming to the
         competition year. · · This ·allows · the · continual · programs · to · show
         all complete facets of the cycle each year. ... ¶
         4. · · Unit · Award · Categories · and · Subcategories . ¶
         ···a...Community Outreach Category. · This category recognizes ·
         standing programs aimed at direct contact with the community to
         achieve good relations and cooperation with the citizens,
         leaders and organizations in surrounding communities. Examples
         are · visiting · programs, · speaking · programs, · community · service ·
         projects, and committees or other bodies with command and
         community representatives formed to collaborate on issues of
         mutual interest to the command and the community. I
         ····b.··Special Events and Projects Category. · This category
         recognizes ·programs ·such ·as ·national ·or ·local ·observances; ·
         heritage celebrations; anniversaries; special recognition of
        military and civilian personnel, families, vetterans and similar
         groups; .commissionings; .and .other .activities. . T
         ····c...Public Information Category. · This category recognizes ·
         planned ·short - · or · long-term · public · information · programs · not ·
         considered ·community ·outreach. · · This ·will ·generally ·include ·
         media relations activities, but are not a required element of
         the ·program. · ·Examples ·are ·communicating ·about ·the ·command ·and ·
         its missions, noise abatement, command accomplishments,
         outstanding command members, supporting a healthy command
        environment, and business or employment opportunities. ¶
         ····d.··Crisis·Communication·Category.··This·category·recognizes
        public affairs responses to emergent situations. Emergent
         situations are defined as sudden, unpredictable events with high
        potential for adverse news coverage. Examples are accidents,
        disasters, fires, explosions, outbreaks of contagious or fatal
         diseases, ·protest ·demonstrations, ·and ·allegations ·of ·improper ·¶
Footer -Section 2-
             ------OPNAVINST-5305.7C¶ /
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Enclosure (1) ¶